

Liquidation Channel Press Release

For Immediate Release

April 4, 2014

Summary: The Liquidation Channel (LC) announces the return of its Diamond Day sales event.

LC Celebrates April with Its Diamond Day Sales Event

The Liquidation Channel (LC) is devoting an entire day to celebrating April's birthstone with its Diamond Day sales event, just in time for spring. The Diamond Day is considered a favorite event among LC customers, and will feature an entire day of amazing deals on new arrivals and designs on dazzling diamond jewelry.

This high anticipated 24-hour event starts on Saturday, April 5th at 12:00AM and ends at 11:59PM CST.

LC president, Gerald Tempton, says, "With spring in full bloom, we thought what better way to celebrate the month of April than having an entire day dedicated to diamonds. We will be showcasing our best diamond jewelry collection at unbelievable prices that customers will not want to miss."

Diamonds have long been considered one of the most valuable and desirable gemstones of all times. They are the hardest natural mineral substance found on Earth and are between 1 to 3 billion years old. Approximately 250 tons of Earth needs to be mined in order to produce a single one-carat diamond. Today, diamonds are valued according to their cut, color, carat, and clarity.

Sparkle this spring with LC's Diamond Day sales event. For more information on updates and special deals stay tuned to <http://www.liquidationchannel.com/> or visit www.facebook.com/shoplctv.

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About Liquidation Channel: Liquidation Channel (<http://www.liquidationchannel.com>) is a global leader in direct sales of colored stones, diamonds, precious metals, and a variety of luxury goods and innovative products. Through a precisely and fully integrated system, the Liquidation Channel specializes in delivering Exceptional Quality, Exquisite Designs, and Outstanding Value, while providing a low-price guarantee on each of its products. The store's unique jewelry is available online at LiquidationChannel.com and on DirecTV Channel 75 and 226, Dish Network Channel 274, Verizon FIOS Channel 152, ROKU, AT&T U-Verse 399 and 1399 (HD), and local cable channels.

Sparkle this spring with our Diamond Day sales event! Don't miss out on dazzling #diamond #jewelry. #LCINSIDER